

May 21, 2010

Chairman Julius Genachowski
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

**The Hispanic Chamber of Commerce Alameda County Urges FCC to Hold Public Hearings
Regarding the Comcast-NBC Merger**

Dear Chairman Genachowski,

The Hispanic Chamber of Commerce Alameda County (HCCAC) commends Commissioner Clyburn for her recent call for public hearings on the Comcast-NBC merger. This is a true demonstration of the Commissioner's dedication to the public interest and for promoting greater transparency and public participation in agency matters. We urge the FCC to follow Commissioner Clyburn's leadership and apply this same commitment in its review of the merger.

The HCCAC also supports Congresswoman Maxine Waters, The Greenlining Institute, and other public interest groups in their requests for public hearings. The HCCAC similarly urges the FCC to give the Comcast-NBC merger an exhaustive and thorough review. The public must have the opportunity to fully participate in the review of the merger between the nation's largest cable system and the nation's oldest network.

Public hearings will provide the Commission with a better understanding of how this transaction will impact consumers across the nation and the media industry. Public hearings will provide all interested parties, such as the HCCAC, the opportunity to have open dialogues with the FCC, Comcast, and NBC to address concerns about this merger and its inevitable impacts on the production and distribution of media, consumer choice, and rates.

Commissioner Clyburn provided that the "[FCC has] the resources to hold more than one hearing in places where people are affected...." Indeed, the Commission held multiple forums for public discussions in other important proceedings.¹ The HCCAC urges the Commission to apply this commitment for public participation to its review of the Comcast-NBC merger.

The HCCAC respectfully asks the FCC to prepare a plan for multiple public hearings in California. Californians are concerned about the potential impacts this merger will have on the eighth largest economy in the world and the hub for creative production. Indeed, there are many

¹ In recent months, the FCC held workshops network neutrality, media ownership, the future of media and information needs of communities, the development of consolidated licensing system, etc. At the very least, the FCC should provide the same public interest commitments on a merger that involves the nation's largest cable system and one of the nation's oldest networks, because of its far-reaching and potentially adverse implications for consumers and the public.

risks to this merger. Accordingly, Californians must have the opportunity to fully participate in the review of this merger to ensure that Comcast and NBC are held accountable to the state's diverse communities.

Sincerely,



Felix Galaviz

Hispanic Chamber of Commerce Alameda County

Cc: Commissioner Meredith Attwell Baker
Commissioner Michael J. Copps
Commissioner Mignon Clyburn
Commissioner Robert M. McDowell
Congresswoman Maxine Waters (CA-35)
California Assembly Speaker John Perez
California Assemblymember Steve Bradford
William T. Lake, Media Bureau Chief
Brian Roberts, CEO, Comcast
Jeff Zucker, CEO, NBC